MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BCT1024 –CRITICAL THINKING AND APPLICATION IN MANAGEMENT

(All sections / Groups)

2 OCTOBER 2023
09.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **10** pages, including a cover page.

2. Answer **ALL** questions.

   - Part A consists of 30 multiple-choice questions (60 marks).
     Please indicate your answers in the multiple-choice answer sheet.

   - Part B contains fallacies identification questions (20 marks).
   - Part C contains creative thinking questions (20 marks).
     Write your answers in the Answer Booklet for Parts B and C.

3. This final examination will contribute 50% toward your grade in this course.

PART A: MULTIPLE CHOICE QUESTIONS (60 marks)

Read each of the items below carefully and then indicate the most appropriate response on the multiple-choice answer sheet. 2 marks for each correct answer, for a total of 60 marks.

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1. What does media literacy for critical thinkers involve?
   a) Understanding and analysing media to make informed decisions about the information consumed.
   b) Using catchy slogans and emotive language to communicate messages effectively.
   c) Being influenced by repetition and emotional appeals in media messages.
   d) Recognising the use of humour and celebrity endorsements in advertisements.

2. What does the use of language in media involve?
   a) The use of visuals like photos and videos to communicate messages.
   b) The choice of words and tone influences how people perceive events.
   c) The use of authority figures to persuade people in advertisements.
   d) The camera angle and distance used in news reporting.

3. Which of the following is an example of a rhetorical question?
   a) "What time does the movie start?"
   b) "Did you study for the test?"
   c) "How can we ignore the impact of climate change?"
   d) "Where did you park your car?"

4. Which of the following is an example of a non-statement?
   a) "Please take a seat next to this table".
   b) "If it is raining, I will bring an umbrella."
   c) "All students should study hard for exams."
   d) "I believe aliens exist."

5. Which type of supporting argument has the same conclusion as the premise it supports but is often implied rather than explicitly stated?
   a) Explicit supporting argument.
   b) Implicit supporting argument.
   c) Persuasive supporting argument.
   d) Precisive supporting argument.

6. When an arguer uses a variety of evidence, such as facts, expert opinions, and statistics, what is their aim in constructing the argument?
   a) To make the argument more complicated
   b) To showcase their knowledge of various topics
   c) To provide a well-rounded and convincing case
   d) To entertain the audience with diverse examples

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7. How can you identify assumptions in arguments effectively?
   a) Look for statements that are explicitly stated in the argument.
   b) Look for evidence that supports the premises.
   c) Look for statements that present an arguer's opinion or viewpoints
   d) Look for arguments with a clear and concise structure.

8. Identify the type of reasoning in which the conclusion is not certain but is made more likely by the premises.
   a) Deductive reasoning
   b) Inductive reasoning
   c) Syllogism
   d) Sound reasoning

9. What makes an argument unsound?
   a) The conclusion does not follow logically from the premises.
   b) The premises are true, but the conclusion is false.
   c) The premises are false, and the conclusion is also false.
   d) The argument contains invalid deductive reasoning.

10. Which of the following statements is true about validity in deductive arguments?
   a) The truth of the premises determines validity.
   b) A valid argument is always sound.
   c) An argument can be valid even if its premises are false.
   d) Validity ensures that the conclusion is true.

11. What term is used for arguments with a logical flaw, but the conclusion does not follow logically from the premises?
   a) Good (sound) argument.
   b) Invalid deductive argument.
   c) Valid deductive argument.
   d) Inductive argument.

12. What is the term used for valid arguments with all true premises?
   a) Good (sound) argument.
   b) Invalid deductive argument.
   c) Valid deductive argument.
   d) Unsound argument.

13. What is a syllogism?
   a) A three-lined argument with two premises and one conclusion.
   b) A type of inductive argument.
   c) An argument with true premises and a false conclusion.
   d) A deductive argument with true premises and a true conclusion.

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14. What is a potential downside of the trend of news as entertainment?
    a) It can make news more engaging and accessible to a wider audience.
    b) It can lead to a more superficial and sensationalised view of the world.
    c) It can provide a balanced and unbiased presentation of news events.
    d) It can focus on long-form reporting and in-depth analysis.

15. Which nonverbal communication element can be utilised to express personal style and identity?
    a) Body language
    b) Facial expressions
    c) Clothing
    d) Hand gestures

16. What is the primary distinction between media literacy and critical thinking?
    a) Media literacy is the ability to analyse and understand media, while critical thinking involves thinking clearly and rationally about information.
    b) Media literacy involves using catchy slogans and emotional appeals in media messages, while critical thinking focuses on using logical reasoning and evidence-based arguments.
    c) Media literacy is the skill of evaluating information found online, while critical thinking is the ability to think creatively and solve problems.
    d) Media literacy is the knowledge of using visuals and sound to communicate messages, while critical thinking involves analysing news stories and their impact on society.

17. How can suggestions be utilised in the professional world?
    a) To build rapport and create a positive work environment
    b) To make people vulnerable and unimportant
    c) To limit communication with colleagues
    d) To create a negative work environment

18. What is the primary goal of critically evaluating news messages?
    a) To determine the popularity of the news message
    b) To analyse and assess news stories to determine their accuracy, bias, and credibility
    c) To identify the author of the news message
    d) To check the length of the news story

19. Which of the following can be used to enhance self-confidence and reduce stress and anxiety through suggestions?
    a) Humour and anxiety ads
    b) Fine print disclaimers and catchy slogans
    c) Emotional appeals and testimonials
    d) Positive self-suggestions and affirmations

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20. What is the main difference between semantic ambiguity and syntactic ambiguity?
    a) Semantic ambiguity occurs when a word has multiple meanings, while syntactic ambiguity occurs when a sentence has multiple interpretations.
    b) Semantic ambiguity occurs when a sentence has multiple interpretations, while syntactic ambiguity occurs when a word has multiple meanings.
    c) Semantic ambiguity is always subjective, while syntactic ambiguity is always objective.
    d) Semantic ambiguity occurs in spoken language, while syntactic ambiguity occurs in written language.

21. Why is it important to be cautious about using euphemisms?
    a) Euphemisms can make difficult conversations easier to have.
    b) Euphemisms can help to avoid offending someone.
    c) Euphemisms can be used manipulatively to hide reality or avoid facing the truth.
    d) Euphemisms are always based on facts and evidence.

22. What are the premises of an argument?
    a) The statements that support the conclusion.
    b) The statements that prove the conclusion beyond any doubt.
    c) The conclusion that the arguer is trying to prove.
    d) The statements that make the argument vague.

23. Which of the following is a subjective claim?
    a) The Earth is round.
    b) The temperature is 25 degrees Celsius.
    c) The pizza tastes delicious.
    d) The speed of light is 299,792 kilometres per second.

24. Which of the following is an example of the slippery slope fallacy?
    a) "If we allow students to carry guns on campus, then next thing you know, there will be shootouts in the hallways."
    b) "I ate ice cream yesterday, and then I got sick, so ice cream must make me sick."
    c) "All politicians are corrupt."
    d) "If we start censoring the internet, then next thing you know, we will have a society where free speech is no longer allowed."

25. Which of the following is an example of a non-fallacious slippery slope argument?
    a) "If we allow people to carry guns in public, then next thing you know, we will have a nation of trigger-happy vigilantes."
    b) "All politicians are corrupt."
    c) "If we start censoring the internet, then next thing you know, we will have a society where free speech is no longer allowed."
    d) "I met two rude people from a certain country, so everyone from that country must be rude."

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26. Which fallacy occurs when we present two options as the only possible options when there are other options?
    a) Hasty generalisation.
    b) Sweeping generalisation.
    c) False dilemma.
    d) False analogy.

27. Which of the following statements is an example of the ad hominem fallacy?
    a) "You are wrong because no evidence supports your claim."
    b) "You are wrong because you are too young to understand."
    c) "You are wrong because everyone else disagrees with you."
    d) "You are wrong because your argument is circular."

28. What is the ad populum - Appeal to Ignorance fallacy?
    a) Attacking the person making the argument instead of the argument itself.
    b) Assuming the conclusion in the premises without providing evidence.
    c) Citing an authority in a field unrelated to the one under investigation.
    d) Asserting that a claim is true because it has not been proven false.

29. A company claims its products are the best because they are made with the highest quality ingredients. This argument is an example of which logical fallacy?
    a) Begging the Question.
    b) Red Herring Fallacy.
    c) Ad Populum Appeal to Common Tradition.
    d) Ad Populum Appeal to Ignorance.

30. What logical fallacy occurs when an argument introduces an irrelevant issue to distract from the original issue?
    a) Begging the Question.
    b) Red Herring Fallacy.
    c) Ad Populum Appeal to Common Tradition.
    d) Ad Populum Appeal to Ignorance.

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PART B: FALLACIES IDENTIFICATION (20 marks)

Identify the fallacy committed in each of the following arguments. Then, explain why the fallacy is assigned to each argument below.

Write your answers like the example below:

Question:

Conversation in a car on a highway: We should cut this driver off just the same way he cut us off back when the lanes were emerging.

Answer:
- Ad Populum Appeal to Spite (1 mark)
- Using popular opinion to create hostility (1 mark).
- This is ad populum appeal to spite, or "two wrongs make a right," because the speaker would like to take "revenge" towards the driver who undertakes the speaker. The speaker feels it is okay to have the same bad driving attitude towards the driver to show his revenge (2 marks)

1) "I wore my lucky socks to the exam, and miraculously, I got an A. It's clear that these socks possess a mystical power to guarantee success. I mean, think about it: there's no other logical explanation for my A grade. Every time I've worn these socks, I've aced my exams. It's undeniable proof that these socks are the key to academic excellence. In fact, I should wear them every day, and I'll probably become the valedictorian of the entire university!

2) "Consider the consequences of allowing just one student to retake the exam. It may seem like a small, harmless request, but we must think about the bigger picture. If we grant this one student's request, word will spread, and soon enough, everyone will want a second chance. Our classrooms will turn into chaos, our grading system will be thrown into disarray, and the very foundation of our educational institution will crumble. We must stand firm and maintain the integrity of our grading system at all costs."

3) "Did you hear about those two people who got sick after dining at that restaurant? It's absolutely shocking! It's crystal clear that the entire establishment's food is contaminated. I mean, what more evidence do we need? If two people fell ill, it's a sign that their kitchen is a breeding ground for dangerous pathogens. We can't risk eating there ever again. It's not a coincidence; it's a pattern of negligence and unsanitary conditions. This place is a public health hazard, and we should avoid it like the plague."

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4) In the critical battle against climate change, we are faced with a stark choice: you're either wholeheartedly with us and our proposed environmental policy, or you're unequivocally against the very future of our planet. It's a black-and-white scenario, and there's no middle ground. If you dare to question or propose an alternative approach, you're essentially siding with the forces that are destroying the Earth. There's no room for nuance or constructive debate here. It's a matter of 'us versus them,' and we must rally behind our policy without question, or else we're condemning the planet to its demise."

5) "It's quite concerning that their research findings are being touted as credible when the lead researcher has a notorious criminal record. I mean, we're talking about someone who has committed crimes in the past! How can we possibly put any faith in their research? It's clear that their criminal history casts an indelible shadow of doubt over everything they produce. Any findings they present must be taken with a grain of skepticism, if not outright dismissed. After all, a person with such a checkered past can't possibly be trusted to conduct unbiased and reliable research."

Total Marks: 20 marks

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PART C: CREATIVE THINKING (20 marks)

Tech Innovators Inc. is a rapidly expanding technology enterprise renowned for its cutting-edge software solutions. The management team is currently confronted with a pivotal decision concerning developing a new software product that will ultimately determine the company's future success within the market. The product development process has encountered a significant obstacle, and the team is currently facing challenges in making crucial decisions regarding the project's direction. They employ the Six Thinking Hats technique during a critical management team meeting as part of their decision-making process. Each management team member will be assigned one of the six thinking hats, and they will adopt the corresponding thinking mode during the meeting.

During the meeting, each team member is expected to have an opportunity to present their thoughts and insights, focusing on the perspectives associated with their respective thinking hats. This case study aims to examine the effectiveness of the Six Thinking Hats technique in facilitating consensus among the team at Tech Innovators Inc. regarding the strategic direction of their crucial product development project. The employees will assume the following ten roles in their decision-making: employing the Six Thinking Hats technique. During the meeting, individuals will adopt the thinking mode that is associated with their respective roles as follows:

1) **Facilitator:** The facilitator ensures that the meeting proceeds according to the Six Thinking Hats process sets the agenda and manages the time for each thinking hat phase. They encourage active participation and keep the discussion on track.

2) **Creative Thinker:** The creative thinker generates innovative ideas and imaginative solutions. They encourage the team to explore unconventional approaches, sparking creativity and fresh perspectives.

3) **Emotional Perspective:** This team member considers the emotional aspects of the decision. They reflect on how the decision might impact team morale, stakeholders, and customers, focusing on empathy and understanding.

4) **Analytical Thinker:** Analytical thinkers rigorously evaluate data, statistics, and financial implications. They analyse the feasibility and cost-effectiveness of proposed solutions, providing a balanced, data-driven perspective.

5) **Timekeeper:** The timekeeper keeps track of the allocated time for each thinking hat phase. They signal when it is time to transition to the next thinking hat, ensuring the meeting stays on schedule.

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Please specify which colour hat each employee should wear for the five roles listed above and how the hat should be applied.

In your answer booklet, you may write your answers as follows:

Creative Thinker: State the color of the hat that employee a wears (e.g., Blue hat) (2 mark) In the scenario above, the employee who wears the blue hat provides … (2 marks)

4 marks for each hat x 5 = 20 marks

Total Marks: 20 marks

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